

## **ABSTRACT**

Systems and methods that improve search rankings for a search query by using data associated with queries related to the search query are described. In one aspect, a search query is received, a population associated with the search query is determined, an article (such as a webpage) associated with the search query is determined, and a ranking score for the article based at least in part on data associated with the population is determined. Algorithms and types of data associated with a population useful in carrying out such systems and methods are described.